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DD/A Registry

File *Public Relations*

5 FEB 1976

DD/A 76-0518

4 February 1976

MEMORANDUM FOR: Special Counsel to the Director

Mitch:

1. We spoke on 2 February 1976 concerning public opinion polls and I mentioned to you there was past activity in that direction.

2. Attached is a compendium of papers, commencing with my memorandum of 16 September 1975 to the Inspector General surfacing what had been discovered. Other back-up papers follow it. Also attached are the polls of 1964 and 1966. When the attachments have served your purpose, please return them to me.

*(S) Jack B.*  
John F. Blake  
Deputy Director  
for  
Administration

Atts

Distribution:

Orig - SC/DCI w/Orig of Atts

- ✓ 1 - DD/A Subject w/all atts except polls
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- DD/A:JFBBlake:der (4 Feb 1976)

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INSPECTOR GENERAL

8-3396

DD/A 75-4371

16 September 1975

MEMORANDUM FOR: Inspector General

Don:

1. I believe the following should be called to your attention for what further study or action seems appropriate.

2. On 11 August 1975, Mr. Ben Evans advised Mr. Al Rodriguez that, in the process of cleaning out some papers in an old EXDIR collection, he had come across a "Gallup Poll". He told Rod he wasn't aware of any particular sensitivity, but would forward it over to Rod for possible use in the Center for the Study of Intelligence.

3. Rod reported this matter to me on 4 September 1975, and I told him to get it to me immediately. I have been doing some quiet research on the matter in order to get a better understanding as to what we really have, and I furnish you the following information. It would appear that both in 1964 and 1966 the Agency. [REDACTED]

[REDACTED] had a contract with a Gallup organization to run a survey concerning "The Public's Knowledge of the Central Intelligence Agency".

4. I have attached for your review an Office of Security write-up on what we know [REDACTED] and also a copy of the 1964 and 1966 report of the Gallup organization.

5. I still have traces out as to how the survey of 1964 was paid for. I have ascertained, however, the procedure used to pay for the 1966 survey, information attached, and also attached is correspondence between Colonel L. K. White and the [REDACTED]. Also attached is some other information which appears to particularly pertain to the 1964 transaction.

[REDACTED]  
John F. Blake  
Deputy Director  
for  
Administration

Atts:

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OFFICE OF THE DIRECTOR

27 October 1964

MEMORANDUM FOR: Mr. Kirkpatrick

Interesting -- why not figure out  
what we should do to make all people who  
know about CIA think it is doing a fine  
job?

  
John A. McCone

Attachment: "The Public's Knowledge of the  
Central Intelligence Agency"  
dated September 1964

Next 9 Page(s) In Document Exempt